

Torrance Herald

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OFFICIAL PAPER OF THE CITY OF TORRANCE

A MEMORIAL TO MR. TORRANCE

TORRANCE should erect a fitting memorial to the man after whom this city is named. Old residents of the city, who knew John S. Torrance personally, revered him deeply.

New residents, whose acquaintance with him is confined to a knowledge of the splendid work he did in laying out this city and looking far into the future, respect his judgment and generosity.

It is too bad that Mr. Torrance was not spared long enough to see the city which he built grow to its present size.

Nevertheless, whatever Torrance becomes, whatever its size may be, whatever its advancement as a good city in which to live, most of the credit is due the man who founded Torrance.

How John S. Torrance, during the period of depression, suspended payments on houses and property when many could not meet their contracted obligations, is a story that will live as long as there is a city here.

So it is with pleasure that we note a disposition on the part of the city trustees to erect a memorial in the El Prado street park to John S. Torrance.

Let us suggest that this entire park be developed, as the trustees plan, and named The John S. Torrance Park.

We believe the trustees' intention to have park improvements set forth in a comprehensive plan is wise. Such a plan when approved may be followed gradually, if necessary.

Certainly it was Mr. Torrance's idea to provide a splendid sweep of park from the high school eastward. But improvement of the area should be done according to a pre-conceived and carefully studied plan.

The park will be a memorial to Mr. Torrance—just as the city itself is.

Let us try to put as much thought on this park improvement and the proposed additional memorial to Mr. Torrance as he himself would put into the task if he were alive.

If the park is to be improved and named the John S. Torrance park, it should be as artistically developed as it would be if this unusual man were doing the work himself.

EVEN THE CHILDREN MUST LIVE

J. W. McDOWELL, building sixty houses in Torrance, declares children will be welcome. The statement is as welcome as the little ones are going to be in the McDowell dwellings.

We were house-hunting in Long Beach about a year ago. Every landlady or landlord asked the question, "Have you any children?" and, getting an answer in the affirmative, ended the interview with apologies.

We got so that we felt guilty of our paternity. Some of those landlords could say "Have you any children?" in such a way that we felt like the respondent in a murder trial under cross-examination.

Finally we emulated the proverbial worm and did a bit of turning.

"Have you any children?" asked a landlord. "Yes, but I'm going to chloroform him," was our reply.

"and then swear out a warrant for every landlord in Long Beach as accessory before the fact of murder."

"I'm sorry," was his reply. "You are like H—," we replied.

Nobody was hurt. And we finally located a human being, like Mr. McDowell, and found a place to live.

SHE HAS GONE BEYOND RECALL

MABEL NORMAND is supported by a splendid cast of talented publicity men. But they will never be able to lift her out of the slough of disfavor into which she has fallen from the topmost peaks of Stardom.

It isn't because the general public is particularly finicky, either.

Moving picture exhibitors dislike to open themselves up to possible criticism by booking pictures of stars who are contaminated by the breath of public scandal.

So when they select the films for their theatres they shy away from scandal-injured reputations like sheep from a wolf.

So, whether Mabel is merely the victim of circumstances or the victim of something else, the recent publicity given the apartment-house shooting was her obituary as a luminary of the silver screen. All the columns of publicity in the world will not lift her up again.

Thus has the second of that great Keystone comedy triumvirate of a few years back passed out of the picture. Of Arbuckle, Mabel and Charlie, only Charlie remains unscathed and safe.

SEMI-WEEKLY PAPER SUCCESS

TORRANCE likes its semi-weekly newspaper. At least that is the only conclusion we can draw from the fact that Tuesday's and Friday's editions were completely sold out a few hours after publication.

The response to the movement to make this paper a semi-weekly instead of a weekly was even greater than we anticipated. We knew that our readers would be glad to get the news while it was still news, but we didn't think that they would buy out the entire editions in a few short hours.

It is also gratifying to us from several standpoints to be able to announce that the circulation of The Herald has doubled during the past six months.

This indicates a splendid growth for the city and an appreciation of this newspaper.

Now that the community has a semi-weekly the circulation will grow even more rapidly. As is evidenced by the unusual sales of our last two editions.

TORRANCE Newslets

Mrs. C. M. McKenzie was a dinner guest Sunday of Mr. and Mrs. J. E. Shaddy of El Prado street.

Mrs. W. E. Bowen, Mrs. Peers and Miss Doris Beatty spent Tuesday evening in Los Angeles.

Rev. Dr. Morris is laid up with a very painful injury received in the trolley car accident last week.

J. H. Sharp of Huntington Beach and his sister, Mrs. C. A. Martin, of Kansas City, are guests at the home of the former's son, F. C. Sharp.

Mr. and Mrs. F. L. Luck have moved from 221st street to 99th street, Los Angeles.

Mrs. Charles McElvaine, Mrs. Lyman Linfesty and Mrs. Peter Keller, of San Bernardino, were guests of Mrs. C. R. Knapp last week.

Mrs. Elizabeth Whyte arrived Friday from Flint, Mich., and will spend the remainder of the winter with her son, Grover C. Whyte, of Arlington avenue.

Mr. and Mrs. George H. Bradford and family, of Cabrillo avenue, were recent guests of friends in Maywood and Long Beach.

Dinner guests recently of Mr. and Mrs. Thomas Kendrick of Arlington avenue were Mr. and Mrs. A. B. Jordan of San Diego, Mrs. W. B. Long and daughter, and Mr. and Mrs. E. P. Kendrick, of Los Angeles.

Mr. and Mrs. F. M. Sexton of Anaheim were guests over Saturday night of their daughter, Mrs. Forrest J. Young, of Cota avenue. Mr. and Mrs. Sexton left Sunday at 4 a. m. for a motor trip to San Francisco, where business matters will keep them for two weeks or longer.

You can reach 98 per cent of the people between Gardena and the Palms Verdes by a classified ad in this paper. All ads run in The Torrance Herald and Lomita News for the one price.

Redondo Beach



Cooler in summer-warmer in winter. Dancing every evening (Mondays excepted) also every Sunday afternoon. peppy music by New Dance Orchestra

BATH HOUSE OPEN DAILY

10 A. M. to 10 P. M. Sundays 8 A. M. to 6 P. M.

Filtered Sea Water—Pure, Sparkling and Warm

BAND CONCERTS EVERY SUNDAY

Sell it by our classified ads.

Two Wonderful Trips

MOUNT LOWE A Two-Hour Scenic Ride From Los Angeles

Five Trains Daily from Main St. Station, Los Angeles: 8, 9, 10, a. m.; 1:30, 4 p. m.

FARE \$2.50 ROUND TRIP \$2.10 FROM PASADENA

Excellent Hotel Accommodations at Alpine Tavern—Moderate Prices

Orange Empire Trolley Trip

A complete Tour Through the Orange Realm 150 Miles of Travel, Visiting Interesting Points 9:00 a. m. from Main Street Station

Fare \$4.00—Guide-Lecturer

PACIFIC ELECTRIC RAILWAY

LOS ANGELES, CALIF.

FELLOW OIL WORKERS, ATTENTION!

WHEN IN REDONDO BEACH AND WANT GOOD "EATS," WITH HOME MADE PIES AS A SPECIAL ATTRACTION SEE CHAS GRUTZMACHER, FORMERLY OF THE TORRANCE-LOMITA AND TAFT OIL FIELDS

St. Edgar Hotel Cafe (A Million Dollar View) 104 So. Benita Ave. Phone Redondo No. 1

The Grotto Cafe (Open Day and Night) 110 N. Pacific Avenue Phone 87

CHAS. GRUTZMACHER Prop. REDONDO BEACH, CALIFORNIA

The Power Of Money Spent In Torrance

YOUR DOLLAR IS IMPORTANT TO TORRANCE. FEW PEOPLE REALIZE THE BUSINESS-CREATING POWER OF MONEY. DURING THE PANIC OF 1907 REAL MONEY PRACTICALLY DISAPPEARED FROM CIRCULATION IN A NORTH PACIFIC COAST CITY OF SOME 12,000. PRESENTLY THE COUNTY BANKS DECIDED TO ISSUE SCRIPT AND SEVERAL THOUSAND DOLLARS WAS ALLOTTED TO THE CITY IN QUESTION. WITHIN A DAY OR TWO AFTER THE ISSUE SCRIPT WAS EVERYWHERE IN EVIDENCE; THERE WAS AN ABUNDANCE OF MONEY FOR LOCAL REQUIREMENTS. MONEY TURNS ITSELF OVER WITH AMAZING RAPIDITY. A SINGLE DOLLAR SPENT AT HOME TODAY IS THE BASIS OF MANY DOLLARS' BUSINESS DURING THE COURSE OF A YEAR. BY THE SAME TOKEN, A DOLLAR SPENT ELSEWHERE MEANS ANNUAL LOSS OF MANY DOLLARS' BUSINESS.

- Austin and Austin REAL ESTATE INSURANCE. Beacon Drug Store No. 7. OSTEOPATHY. Drs. Bruce & Lynd. Bailey's Fountain and Luncheonette. Consolidated Lumber Co. Dolley Drug Company. Day and Night Garage. First National Bank. Gilbert, Hansen & Paige. Golden West Cafe. "House of Parr Values". Huddleston's. Mrs. Fanny C. King. Maude R. Lathrop. Top's Bakery. J. Lepkin. A. Plante's Studio.

'Hardware' Reeve—The Supreme Booster



Some itinerant writers, with brazen insincerity, pour out volumes of palaver on a good citizen and a worthy place. To laud a town and its people in the highest terms, seems to be the chief aim of these eulogists. Happily, this writer owns no such mission. But to write of Hurum Reeve in truth and in fact, is, indeed, to praise the man and his achievements. Torrance owes much of its splendid public spirit to this tireless adherent. He came here twelve years ago "to hunt jack-rabbits." But the same Hurum Reeve was then looking for bigger game than rabbits. Mr. Reeve had perceived the future importance of this place, and so he discontinued his building operations in Los Angeles and came to Torrance to make this city his hobby and his life's work. He has done well, and the town has fared the better for his having come here. Today Mr. Reeve conducts a business establishment in Sartori street that in many respects is the superior to similar stores in great cities. It is a store of handsome appearances, presenting an exhibit of wares that lends charm to the well planned scheme. The Torrance Hardware Co. is entirely in keeping with the charming city which it so ably serves. The subject of our present review was born in the state of Illinois. A man of big proportions, physically and mentally, Mr. Reeve is known for his gay exercise of good humor and for the unflinching interest he evinces in Torrance. No man is more familiar with the history and evolution of this remarkable industrial city. He is able to expatiate on every phase of our growth and industrial expansion, from the conception of things down to the reality of production. Turning rapidly from the proposed Torrance canal to the present shortage of homes, this business man is a veritable bureau of information on the past and present history of the city. Reeve is a man of action and a man of service. There has been no oversight nor omission in the arrangement of his fine stocks. His patrons will find that his store unfolds to them a most diversified assortment of hardware—anything and everything that is an inseparable part of the well regulated and modern hardware establishment.

- "Paxman's" Quality and Hardware. Priscilla Beauty Shop. Palmer Service Station. Paige's Quality Grocery. W. L. Reeve General Contractor and Builder. O. W. Stone Undertaking Parlor. Smith's Cafe. Torrance Hardware Co. Torrance Mill. Torrance Plumbing Co. Torrance Cleaners & Dyers. Torrance Laundry Co. E. N. Tomkins. Torrance Grocery Co. Vonthrockwat Building Co. Van Andle's Specialty Shop.